



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P.O. Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

10/662,998

09/16/2003

Derek Murashige

0009

1744

43699

7590

11/13/2006

GO DADDY GROUP, INC.
14455 NORTH HAYDEN ROAD
SUITE 219
SCOTTSDALE, AZ 85260

EXAMINER

DAYE, CHELCIE L

ART UNIT

PAPER NUMBER

2161

DATE MAILED: 11/13/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	10/662,998	MURASHIGE ET AL.	
	Examiner	Art Unit	
	Chelcie Daye	2161	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 14 September 2006.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 25-63 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 25-63 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input checked="" type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | Paper No(s)/Mail Date. _____ |
| 3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| Paper No(s)/Mail Date _____ | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This action is issued in response to applicant's amendment filed September 14, 2006.
2. Claims 1-63 are presented. Claims 1-24 cancelled and claims 25-63 added.
3. Claims 25-63 are pending.
4. Applicant's arguments filed September 14, 2006, have been fully considered but they are not persuasive.

Continued Examination Under 37 CFR 1.114

5. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on September 14, 2006 has been entered.

Claim Rejections - 35 USC § 103

6. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

7. **Claims 25-32, 34-43, and 45, are rejected under 35 U.S.C. 103(a) as being unpatentable over Bier (US Patent Application No. 20040261023) provisional filed**

Art Unit: 2161

June 20, 2003, in view of Dooley (US Patent Application No. 20020035611) filed on December 28, 2000.

Regarding Claim 25, Bier discloses a program for increasing traffic flow to a Web site, comprising:

a means for receiving access to a Web site code, wherein a Web site comprises the Web site code ([0066], Bier). However, Bier is silent with respect to a means for receiving a list of one or more search engines to submit the Web site to for registration. On the other hand, Dooley discloses a means for receiving a list of one or more search engines to submit the Web site to for registration ([0056], lines 27-46, Dooley)¹. Bier and Dooley are analogous art because they are from the same field of the organization of information on the Internet. It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate Dooley's teachings into the Bier system. A skilled artisan would have been motivated to combine as suggested by Dooley at [0010], in order to provide an information network on the Internet, wherein the information, products, and services of a website will be accessed in order to provide value to the website owner. As a result, obtaining high volume traffic at the least cost per visitor. Therefore, the combination of Bier in view of Dooley, disclose a means for analyzing the Web site code, wherein the means for analyzing the Web site code comprises a means for checking for a known factor in the Web site code used by a plurality of search engines in ranking a plurality of Web sites for registration

([0056], lines 36-46, Dooley); a means for causing the Web site code to be edited based on a result from the means for analyzing the Web site code ([0081], Bier); and a means for submitting the Web site, with the edited Web site code ([0192], Bier), for registration to the one or more search engines on the list ([0050], lines 12-18, Dooley).

Regarding Claim 26, the combination of Bier in view of Dooley, disclose the program wherein the means for causing the Web site code to be edited comprises manually editing the Web site code ([0155], Bier).

Regarding Claim 27, the combination of Bier in view of Dooley, disclose the program wherein the means for causing the Web site code to be edited comprises the program automatically editing the Web site code ([0014], Bier).

Regarding Claim 28, the combination of Bier in view of Dooley, disclose the program wherein the means for analyzing the Web site code further comprises a means for parsing through the Web site code ([0081], Bier).

Regarding Claim 29, the combination of Bier in view of Dooley, disclose the program further comprising a means for receiving a search phrase ([0046], lines 2-11, Dooley).

¹ Examiner Notes: An example of a list of one or more search engines are shown within Dooley at

Regarding Claim 30, the combination of Bier in view of Dooley, disclose the program further comprising a means for automatically generating a search phrase for the Web site ([0051], Dooley).

Regarding Claim 31, the combination of Bier in view of Dooley, disclose the program wherein the means for analyzing the Web site code further comprises a means for reviewing the Web site for compatibility with a search phrase ([0046], Dooley).

Regarding Claim 32, the combination of Bier in view of Dooley, disclose the program wherein the means for analyzing the Web site code further comprises a means for reviewing a textual content of the Web site ([0008], Bier).

Regarding Claim 34, the combination of Bier in view of Dooley, disclose the program wherein the means for analyzing the Web site code further comprises a means for checking for a framed web page within the Web site ([0078], Bier).

Regarding Claim 35, the combination of Bier in view of Dooley, disclose the program wherein the means for analyzing the Web site code further comprises a means for checking for a graphic used to display a textual content ([0038], Dooley).

Regarding Claim 36, the combination of Bier in view of Dooley, disclose a process for increasing traffic flow to a Web site from one or more search engines, comprising the steps of:

a program receiving access to review a Web site ([0066], Bier), wherein a Web site code defines how a plurality of Web pages for the Web site will be displayed by a browser ([0078-0079], Bier);

the program receiving a list of one or more search engines to submit the Web site to for registration ([0056], lines 27-46, Dooley);

the program analyzing the Web site code ([0056], lines 36-46, Dooley);

the program facilitating a modification of the Web site code based on the analyzing of the Web site code ([0081], Bier) in order to increase a traffic flow to the Web site from at least one of the search engines on the list ([0027], Dooley); and

the program submitting the Web site for registration, having the modified Web site code ([0192], Bier), to the one or more search engines ([0050], lines 12-18, Dooley).

Regarding Claim 37, the combination of Bier in view of Dooley, disclose the process wherein the facilitating includes the step of the program listing a plurality of suggested edits to manually edit the Web site code ([0155], Bier).

Regarding Claim 38, the combination of Bier in view of Dooley, disclose the process wherein the facilitating includes the step of the program automatically modifying the Web site code ([0014], Bier).

Regarding Claim 39, the combination of Bier in view of Dooley, disclose the process wherein the program resides on a third party server accessible by an owner of the Web site ([0041], Dooley).

Regarding Claim 40, the combination of Bier in view of Dooley, disclose the process wherein the program resides on a personal computer accessible by an owner of the Web site ([0050], lines 1-8, Dooley).

Regarding Claim 41, the combination of Bier in view of Dooley, disclose the process further comprising the step of the program receiving at least one search phrase from an owner of the Web site ([0046], lines 2-11, Dooley).

Regarding Claim 42, the combination of Bier in view of Dooley, disclose the process further comprising the step of the program determining at least one search phrase ([0051], Dooley).

Regarding Claim 43, the combination of Bier in view of Dooley, disclose the process further comprising the step of the program receiving at least one search phrase from a search phrase suggestion tool ([0055], Dooley).

Regarding Claim 45, the combination of Bier in view of Dooley, disclose the process wherein the Web site code comprises HyperText Markup Language ([0066], Bier).

8. Claims 33,44, and 46-63, are rejected under 35 U.S.C. 103(a) as being unpatentable over Bier (US Patent Application No. 20040261023) provisional filed June 20, 2003, in view of Dooley (US Patent Application No. 20020035611) filed on December 28, 2000, as applied to claims 25-32,34-43, and 45 above, and further in view of Feeley (US Patent Application No. 20040068460) filed October 2, 2002.

Regarding Claims 33 and 44, the combination of Bier in view of Dooley, disclose all of the claimed subject matter as stated above. However, Bier in view of Dooley, are silent with respect a means for determining a spiderability of the Web site. On the other hand, Feeley discloses a means for determining a spiderability of the Web site ([0024], lines 8-13, Feeley). Bier, Dooley, and Feeley are analogous art because they are from the same field of endeavor of Internet search engines. It would have been obvious to one of ordinary skill in the art at the time of the invention to incorporate Feeley's teachings into the Bier in view of Dooley system. A skilled artisan would have been motivated to combine as suggested by Feeley at [0029], lines 1-8, in order to provide a convenient way for

advertisers to maximize qualified consumer traffic to their web sites, and for search engines to increase their revenue stream.

Regarding Claims 46,55, and 56, the combination of Bier in view of Dooley, and further in view Feeley, disclose a process for increasing traffic flow to a Web site from a search engine, comprising the steps of:

a program receiving access to review a Web site, wherein the Web site comprises a Web site code ([0066], Bier), wherein at least some of the Web site code defines how the Web site is to be displayed by a browser ([0078-0079], Bier);

the program receiving a first search phrase related to the Web site ([0046], Dooley);

the program receiving a list of one or more search engines to submit the Web site to for registration ([0056], lines 27-46, Dooley);

the program determining a ranking methodology used by at least one of the search engines on the list ([0023], lines 10-22, Feeley);

the program analyzing the Web site code using the determined ranking methodology ([0056], lines 36-46, Dooley);

the program facilitating a modification of the Web site code based on the analyzing the Web site code ([0081], Bier) to increase an expected traffic flow to the Web site from the search engine ([0027], Dooley); and

the program submitting the Web site for registration, having a modified Web site code ([0192], Bier), to the one or more search engines on the list ([0050], lines 12-18, Dooley).

Regarding Claims 47 and 57, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the facilitating includes the step of the program listing suggested edits to manually modify the Web site code ([0155], Bier).

Regarding Claim 48, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process further including the step of the program automatically modifying the Web site code ([0014], Bier).

Regarding Claims 49 and 58, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the program resides on a third party server accessible by an owner of the Web site ([0041], Dooley).

Regarding Claims 50 and 59, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the program resides on a personal computer accessible by an owner of the Web site ([0050], lines 1-8, Dooley).

Regarding Claims 51 and 60, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the first search phrase is entered by an owner of the Web site ([0025], lines 2-10, Feeley), and further comprising the step of the program determining a second search phrase ([0025], lines 10-14, Feeley).

Regarding Claims 52 and 61, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the first search phrase is entered by an owner of the Web site ([0025], lines 2-10, Feeley), and further comprising the step of receiving a second search phrase from a search phrase suggestion tool ([0055], Dooley).

Regarding Claims 53 and 62, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the analyzing the Web site code step includes checking a spiderability of the Web site code ([0024], lines 8-13, Feeley).

Regarding Claims 54 and 63, the combination of Bier in view of Dooley, and further in view Feeley, disclose the process wherein the analyzing the Web site code step includes checking for a search engine parsing problem in the Web site code ([0048], lines 1-9, Dooley).

Response to Arguments

Applicant's arguments with respect to newly added independent claims 25,36,46,55,and 56 have been considered but are moot in view of the new ground(s) of rejection.

Points of Contact

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Chelcie Daye whose telephone number is 571-272-3891. The examiner can normally be reached on M-F, 7:00 - 4:30.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey Gaffin can be reached on 571-272-4146. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Chelcie Daye
Patent Examiner
Technology Center 2100
October 31, 2006


Sara Al-Hasher